



BUILDING STRONG NEIGHBORHOODS COMMITTEE

Executive Summary
September 20, 2004

Meeting was convened at 1:35 p.m.

a. Vehicle Abatement (Planning, Building and Code Enforcement)

Upon motion by Councilmember Yeager, seconded by Councilmember Campos the Committee accepted the report with the direction to include the Vehicle Abatement update in the next workplan before the next budget calendar meetings.

b. Semi-Annual Greenprint Update (Parks, Recreation and Neighborhood Services)

Upon motion by Councilmember Chirco, seconded by Councilmember Yeager the Committee accepted the report with the direction to include the scope of work in the next workplan of spring 2005.

c. Annual Trail Report (Parks, Recreation and Neighborhood Services)

Upon motion by Councilmember Yeager, seconded by Councilmember Chirco the Committee accepted the report.

d. Anti-Graffiti & Litter Update (Parks, Recreation and Neighborhood Services)

Upon motion by Councilmember Chirco, seconded by Councilmember Yeager the Committee accepted the report with the direction to submit an information memo on:

- Business trash bin overflow
- Cleaning of trash bins
- Fact Finding Laws and Fees on a broader State level
- Caltrans litter pickup and DMV assistance

e. **Neighborhood Development Center (NDC) Update (Parks, Recreation and Neighborhood Services)**

The Committee approved the NDC update with direction to report back in the next workplan before the next budget session.


- Committee discussion resulted in direction given to provide the City Council a supplemental memo for action on the use of outside consultants to support leadership development and training activities at the Neighborhood Development Center.

f. **Oral Petitions**

None.

g. **Adjournment**

The meeting adjourned at 3:37 p.m.


Cindy Chavez, Chair
Building Strong Neighborhoods Committee



BUILDING STRONG NEIGHBORHOODS COMMITTEE

Meeting Report
September 20, 2004

PRESENT: Chair Cindy Chavez, Councilmember Ken Yeager, Councilmember Judy Chirco, Councilmember Nora Campos

STAFF: Jim Holgersson, City Manager's Office; Stephan Haase, Planning, Building and Code Enforcement; Jim Ortbal, Department of Transportation; Scott Reese, Yves Zsutty, Dave Mitchell, Joe Cardinalli, Rick Stanton, Cynthia Bojorquez, Shirley Mata, and Maria Le, Parks, Recreation and Neighborhood Services; Olivia Nunez, Mayor's Office; Norm Sato, City Attorney's Office

The meeting convened at 1:35 p.m.

a. Vehicle Abatement (Planning, Building and Code Enforcement)

Stephan Haase addressed the Committee on the status of the efforts that Planning, Building and Code Enforcement (PBCE) and the Department of Transportation (DOT) have gone through within the last six months regarding the Street Sweeping and Vehicle Abatement Programs. Staff has identified three major outcomes being focused on:

1. Reduced response time, and enhanced level of service
2. Improved customer satisfaction/reduced customer confusion
3. Cleaner streets

Mr. Haase stated there have been improvements made on the Vehicle Abatement side with PBCE. In working with DOT, Staff is looking at the number of parking enforcement officers and where Staff can continue to look at leveraging and synergy between the two groups. Staff is also looking at modifications to the automation being able to do some surveying. This is an area where there is a gap with customer satisfaction or trying to follow-up with the public on a complaint of a vehicle. The public may want to remain anonymous so how do we do an anonymous survey so Staff can receive feedback.

Jim Ortbal stated last fall DOT staff spoke before the Committee and presented the five-year plan to improve the cleanliness of the streets.

1. Severely parking impacted – which could result in parking restrictions while street sweeping was scheduled to get those streets cleaner

- 2 35% of streets that did not meet the criteria to have parking restricted, but through better communication and, potentially, through improved vehicle abatement we may be able to make those streets cleaner than they are today
- 3 For 50% of streets that were cleaned there were no complaints.

Staff continues on an annual basis to implement the program, installing on the streets that require high level of concentration regulation to get the cars off the streets to get them cleaned. In those areas Transportation-Parking Compliance Unit has taken over marking and tagging of those vehicle to try and reduce the burden on Vehicle Abatement so they can focus their resources on a more citywide basis. Staff is also doing the follow-up to recheck if those vehicles have complied and are sharing responsibilities in terms of whether the vehicle stays or gets towed.

Mr. Haase stated the next step would be to build an action and implementation plan. Staff has gone through a data-gathering period and process improvement at the level of Code Enforcement. If the pilot is successful, formalization of the changes can be institutionalized as part of next year's budget. Staff is looking at the next step and testing the merits.

Chairperson Chavez expressed appreciation and commented this is the right direction for timing and level of service. As Staff looks at the budget as a timeline, a level of service has to be addressed. It seems that a parking compliance increase in officers in the budget would generate more revenue than they cost the City. She stated she would like to see an increase of parking compliance officers in the budget.

Mr. Haase clarified that Staff was actually looking at getting into an implementation phase in January and if it worked, then Staff would prepare for the budget issue.

Chairperson Chavez said she understood the process but everybody gets so busy that the important gets overtaken by the urgent.

Jim Holgersson said Staff could review implementing the increase of parking compliance sooner. In the neighborhood process, the response has been to take a more 'tough love' approach in the enforcement. There is a five year program to expand it gradually and neighborhood responses have asked the enforcement to be more vigilant.

Mr. Ortbal commented that the areas we are looking to expand in is street sweeping support, parking support, or staff response in parking compliance.

Chairperson Chavez stated she senses the timeline can be compressed, and stated that Staff has a window of opportunity to compress the timeline to generate resources throughout the area.

Upon motion by Councilmember Yeager, seconded by Councilmember Campos the Committee accepted the report with the direction to include the Vehicle Abatement update in the next workplan before the next budget calendar meetings.

b. Semi-Annual Greenprint Update (Parks, Recreation and Neighborhood Services)

Scott Reese gave a brief overview regarding the Greenprint history. In June a question was raised regarding the use of PDO/PIO funds or C & C as a way to fund the updating of the Greenprint. Staff worked with the City Attorney's Office and researched the option. In brief, it is not possible to use PDO/PIO funds to update Greenprint. However, C & C funds are currently utilized as a source.

Councilmember Campos asked, in regards to the parks, if the proposal is to reconvene the 47 members.

Mr. Reese stated that the proposal is to reconvene in conjunction with the updating of the Greenprint, but as it currently stands, not until the next fiscal year. Staff would reevaluate and expand the entire process, starting with the original 47 members, since they have a vested interest.

Councilmember Campos asked if Staff has thought about how community outreach will be done to expand the group needed for input to the Greenprint.

Mr. Reese explained a survey of the group will be done to identify representation geographically and organizationally. Staff would determine where there may be opportunities to expand by working with the Council offices.

Dave Mitchell added the listing of the group is in the acknowledgements of the Greenprint up front.

Councilmember Yeager asked how much is already known. There may be ways to get an update that could be less expensive.

Mr. Reese said the number used was prior to doing any work on the Greenprint. Staff will be evaluating the entire process and determining whether the process should be revised. Staff expects to complete a significant amount of work during the course of this year by using existing staff. A lot of the funding associated with this project, the publication, distribution and public meetings component is as required by the governmental outreach process. Staff will present a workplan for the Committee's review.

Councilmember Yeager asked if the real reason this is being done is for reference when the City is applying for grants at the state or federal level that we can reference a planning document and state a project is in performance with.

Mr. Reese confirmed that was true, but that it is also a tool that guides our day-to-day decision making. One of those decisions is related to grants or any kind of resource allocation, and serves as a ready reference for additional grant credit for having a master plan and showing the projects as being a part of the master plan. The Greenprint is referenced all the time.

Councilmember Yeager stated an updated Greenprint would benefit everyone and if there is a way to do it faster and with less money to go in that direction instead of taking the comprehensive approach.

Chairperson Chavez asked 1. What is it we want to accomplish? 2. Are we still on track? 3. Are we laying ground work? She would like to see a focus on new mechanisms for funding. Her hope is that the strategy that comes back to the Committee has a little broader approach to it.

Councilmember Chirco added without the current master plan that has the priorities of the community is critical for the developers. On top of the SNI plan two-third's of the City does not that kind of comprehensive plan. So where is our plan for open space and how do we relate that powerful message.

Upon motion by Councilmember Chirco, seconded by Councilmember Yeager the Committee accepted the report with the direction to include the scope of work in the next workplan of spring 2005.

c. **Annual Trail Report (Parks, Recreation and Neighborhood Services)**

Scott Reese introduced Yves Zsutty who addressed the Committee regarding the presentation on the report of the Trail Program Update.

Mr. Zsutty reviewed the development overview on what is going on across the trails system and web site development efforts. The web site on-line resources included:

- Trail System Overview
- Annual Progress Report
- Trail Statistics
- User Survey

Councilmember Yeager asked if the web site signs stating 'under constructio' have been corrected.

Mr. Zsutty said the web site is not entirely stable and work with the PRNS web master to make it more reliable is ongoing. Mr. Zsutty does provide the current information on CD when questions arise and are inaccessible via the web site.

Councilmember Yeager asked if other City departments are having these types of problems or is it unique.

Mr. Zsutty said he does not understand the issue but the City of San Jose may be unique in the size of the documents that have very large maps.

Mr. Reese added that Staff is working on ways to compact the files to make them easier to be downloaded.

Mr. Zsutty updated the Committee on the Trail Program accomplishments in each council district that included the Guadalupe River Gardens.

Chairperson Chavez asked what signage plan will be included in the park and gardens component of the Guadalupe River Gardens in terms of trails. The garden area is so huge and there was a concern as to how to get to the trails.

Mr. Zsutty said he would contact Steve Roamer and check on what he has been working on for the garden area.

Councilmember Campos requested clarification on the Open Space Authority funding available for the masterplan.

Mr. Reese said Staff would be going to Council with a list of priority funding in October and November, and has established a set of grant criteria that will be used to evaluate each project individually.

Councilmember Campos requested a review of the criteria prior to going to Council.

Mr. Reese confirmed that Staff would provide the criteria for review with Council District 5.

Upon motion by Councilmember Yeager, seconded by Councilmember Chirco the Committee accepted the report.

d. **Anti-Graffiti & Litter Update (Parks, Recreation and Neighborhood Services)**
(Heard out of order)

Joe Cardinalli and Rick Stanton addressed the Committee on the six month update for the Anti-Graffiti and Litter program. He stated that over 2,400 volunteers painted over or removed 191,238 square feet of graffiti. Mr. Stanton stated the Graffiti Program continues to be a model receiving calls from all over the United States. A visitor will be coming into San Jose from Australia to review the graffiti model.

Mr. Stanton added that the Litter Program uses the Weekend Juvenile Offender Program for weekend pickup. Last year 4,490,693 bags of litter were picked up by DOT, Caltrans and other agencies working with the Pickup San Jose Program. The volunteer groups have picked up 1,598 bags of litter and one day cleanup groups, (including council offices and neighborhood associations) have collected 947 bags. Many groups and families are adopting "hot spots".

Mr. Holgersson asked what city we are at with our bags of litter collected end-to-end.

Mr. Cardinalli said the bags are heading for Providence, Rhode Island back to California. There are three litter educational commercials that Staff has on video for

the Committee to view. They are being aired on several cable television channels and will continue through June 30, 2005.

Councilmember Yeager asked if the increase in fines being requested is only on the City streets, and wanted to know about the County expressways and the State level. He asked if the County and State are being as aggressive as we are at the City level, and if not, how they could be brought in.

Mr. Stanton replied that he does not think the County and State are as serious as the City. Their primary reason is the budget for Staff to do the pick up. For legislation in San Jose, Staff is drafting a Council memo for the untarped vehicle fine to be increased from \$25 to \$100. He said he is not sure if the County has such a fee because a lot of the vehicle citation issues are through the state (DMV). The county may have it's own ordinances (like San Jose does) in terms of actual littering but, the vehicle laws go through DMV.

Councilmember Yeager suggested Staff talk with Betsy Shotwell or Roxanne Miller, the City lobbyist in Sacramento and maybe do a little fact-finding to see what the current laws and fees are and consider introducing legislation that would help any city.

Mr. Stanton confirmed he would follow up at a broader level than the City.

Councilmember Yeager asked how well we advertise our success.

Mr. Stanton stated that Staff does not proactively advertise the successes but have a good relationship with a couple of reporters at the San Jose Mercury News. He said he will call them to see if they would like to put something together.

Councilmember Chirco asked what improvements have been made to stop the illegal dumping.

Mr. Stanton said the work on the illegal dumpsites is paid for by Community Development Block Grant (CDBG) funds. The site has to be in a low to moderate-income area based on a census tract. Some districts have more opportunities for Staff to go into certain areas to work on this than others. Surveillance cameras have been installed, one site may have some fencing. Staff is looking into motion sensitive lighting. No dumping and littering signs have been posted. Staff has gone to the sites on average of twice a week. If there are more items than Staff can handle, they work with DOT to pick up the larger items.

Councilmember Chirco asked if there has been a significant decrease in illegal dumping since those improvements.

Mr. Stanton stated that for the sites Staff has been monitoring, there has been improvement but time will tell when we leave. Part of the problem is when graffiti is around it attracts more graffiti, and staff has found this to be true of the

dumpsites. If the site stays clean, it takes awhile for people to go back and be the first ones to dump there.

Councilmember Chirco asked what types of spaces are attracting these sites.

Mr. Stanton said there are open fields, lots behind shopping centers and a few of them are city-owned open fields that have fences around them but people have cut through.

Councilmember Chirco asked how often police officers rotate duties since they do become familiar with an area and the people.

Mr. Stanton stated the police officers, in general, have a six month rotation but with the Graffiti Program it is three years.

Councilmember Campos asked if the dumping areas with cameras have been up long enough to report out the results.

Mr. Stanton said they have been in place for a couple of months.

Councilmember Campos stated it will be interesting in a year to find out how the cameras have worked to deter the dumping and wanted to know if there have if there have been recruiting efforts done for adopting a 'Hot Spot'.

Mr. Stanton stated that Staff has not focused on going to the business community as a group. Staff can recruit and look when suggestions come in. Staff does a lot of meeting with neighborhood and SNI groups, council interns, set up at stores, festivals and fairs.

Councilmember Campos said she thinks Staff has done such a wonderful job with the Anti-Graffiti that they may want to go to the next level by adopting a highway for the litter campaign.

Joe Cardinalli said Staff could be more aggressive with the marketing campaign on adopting 'Hot Spots', and will report back to the Committee in six months on the campaign.

Councilmember Campos stated she is aware that only the Police Department and California Highway Patrol officers can give tickets. She asked if there is any way a hotline could be set up and have a friendly letter go out to a vehicle about littering that was reported.

Mr. Stanton said that option has been explored at various levels. The biggest road block is throwing litter out the window of a vehicle, there is no way of determining if it was the driver or a passenger. For that type of mailing we need to get the address from DMV, and for that type of infraction, they are not willing to give that information.

Chairperson Chavez added Staff could contact Betsy Shotwell about how to do legislation not just for San Jose but for the state. She said to report back with the strategy.

Councilmember Chirco asked if the discussion with DOT, regarding litter at the off and on ramps of the freeway have gone any further than conversations.

Mr. Cardinalli said there has been a number cleanups with DOT. The big issue is getting on the freeway due to safety and they need to have a required number of vehicles to be out with the volunteers.

Councilmember Chirco asked if this is going to be an ongoing priority due to the extreme litter problems on the freeway and ramps.

Mr. Stanton said DOT and Caltrans were giving monthly cleanups with Volunteer San Jose and scheduling one weekend day a month and rotating around the ten council districts.

Mr. Cardinalli stated that Staff would follow-up and coordinate with DOT to provide a regular pickup schedule.

The Committee viewed the three commercials now being run on several cable television channels.

Chairperson Chavez asked if in the contracts with the trash haulers for the big bins, there are requirements to keep the garbage bins clean.

Mr. Stanton stated he was not sure of the verbiage in the contracts, but knows they have gotten commitments from the companies if it has been reported.

Chairperson Chavez requested that Staff provide, in an information memo, to Council, whether or not there is anything contractually that they have to do to keep the garbage dumpsters clean. If there is no contractual obligation she wants to know how to amend their contracts when the contracts come up for renewal.

Mr. Stanton stated he would check and respond to Council.

Councilmember Chirco asked, in regards to the dumpsters if the merchants would overfill them and the truck would come in and dump it and drive away, leaving whatever is left on the ground. She feels the responsibility for cleanup should be the merchant who overfilled it but there should be an obligation for the truck to notify someone that a citation will be issued if not cleaned up within a certain amount of time.

Mr. Cardinalli replied that Staff would bring that issue back to the Committee.

Upon motion by Councilmember Chirco, seconded by Councilmember Yeager the Committee accepted the report with the direction to submit an information memo on:

- Business trash bin overflow
- Cleaning of trash bins
- Fact Finding Laws and Fees on a broader State level
- Caltrans litter pickup and DMV assistance

e. **Neighborhood Development Center (NDC) Update (Parks, Recreation and Neighborhood Services)**

Cynthia Bojorquez introduced Shirley Mata and provided an overview of the Neighborhood Development Center (NDC) including who they are, what they do, and where they are going.

Ms. Bojorquez asked the Committee to participate in a process that was used at the NDC retreat by drawing a picture showing their vision of what success is.

Ms. Bojorquez stated the mission of the NDC is to build Strong Neighborhoods by connecting individuals to information, technology and opportunities for civic engagement. The strategic objectives are:

- To cultivate new community leaders
- To inform and connect residents to City programs and services
- To share relevant and up-to date information on community resources and stories of success in our neighborhoods.

Ms. Mata added that Staff believes their success is based on a clear understanding of what they are trying to achieve and care about what the stakeholders think about the NDC. In the past year Staff has been actively undergoing an extensive service review process to find out what the stakeholders think Staff should be doing, how they should be doing it, and what they would like to change. The stakeholders included:

- Neighborhood Association Leaders & Members
- Past Participants
- SNI PAC/NAC members
- Council Assistants
- City Staff

Ms. Bojorquez stated that over the past several years, the NDC experienced tremendous turnover and the impact to staff was significant. Due to the budget cuts, the NDC was able to fill the vacancies and have been working very hard to recruit individuals who would add value to the organization. Ms. Bojorquez introduced and acknowledge NDC staff attending the meeting. NDC staff will work to come together as a team with a common vision and a clearer understanding of their workplan objectives.

Ms. Bojorquez added that the NDC Retreat allowed Staff to learn more about each other, the expectations of the organizations and the best practices in doing work

similar to the NDC. The City Manager's expectations were presented by Jim Holgersson, PRNS efforts to achieve excellence by Sara Hensley, local community development issues by Magda Escobar, and PACT organizing principals from Pat Hammer.

Maria Le shared the NDC staff vision of success with the visual pictures the Committee prepared at the beginning of the report. The comparison shows the alignment of common goals.

Councilmember Chirco asked if a neighborhood wanted training, if they would go to the NDC or if they could go to the local HUB.

Ms. Bojorquez said Staff has been working on going out into the neighborhoods for the last couple of years. Staff will be in the next year looking to align with the HUB strategy, and if there is a need identified out in a community center, Staff will be working with them.

Councilmember Chirco asked if the hard copies of the newsletters would be posted in community centers.

Ms. Mata said it is available to all the community centers, libraries and neighborhood associations.

Councilmember Campos stated she believes all the work that has developed with the re-organization has begun to pay off. At one of her meetings in the Mexican Heritage Plaza the neighborhood was very excited and feeling like they were part of the NDC.

Councilmember Yeager what the NDC relationship is with United Neighborhoods and how much they are funded.

Ms. Bojorquez stated that Staff looks forward and encourages collaborating with outside agencies. The NDC cannot be a success without the collaborations. There are some activities only non-profits can provide. Staff will provide the United Neighborhoods with funding information.

Chairperson Chavez said she is interested in the NDC going to the next level of service and would suggest contacting Marshall Ganz and Bob Lawson who have worked at the grass roots level.

Ms. Bojorquez requested consideration to bring in outside consultants. She stated the City Auditor had reported a savings by having the NDC eliminate the use of outside paid consultants. However, to get to the next level of training, the NDC staff needs to seek an outside training source and would like to request the Council to reconsider the directive.

The Committee approved the NDC update with direction to report back in the next workplan before the next budget session.

- Committee discussion resulted in direction given to provide the City Council a supplemental memo for action on the use of outside consultants to support leadership development and training activities at the Neighborhood Development Center.

f. **Oral Petitions**

None.

g. **Adjournment**

The meeting adjourned at 3:37 p.m.



Cindy Chavez, Chair
Building Strong Neighborhoods Committee